



## A Fuller Appreciation of a Stylishly Shod Foot Is Evidenced These Days

NEVER was the dance so popular as right now. Graceful feet are therefore as essential as graceful hands. And in no time in all the history of fair femininity, from the time of the mythical Cinderella right down to the present day, has the incasement of the foot come in for such a share of mi-lady's attention when considering the matter of dress as RIGHT NOW.

### The LA FRANCE Shoe

*Makes All Feet Pretty—and the Prettiest Foot Prettier*

\$3.50

\$4.00

\$5.00

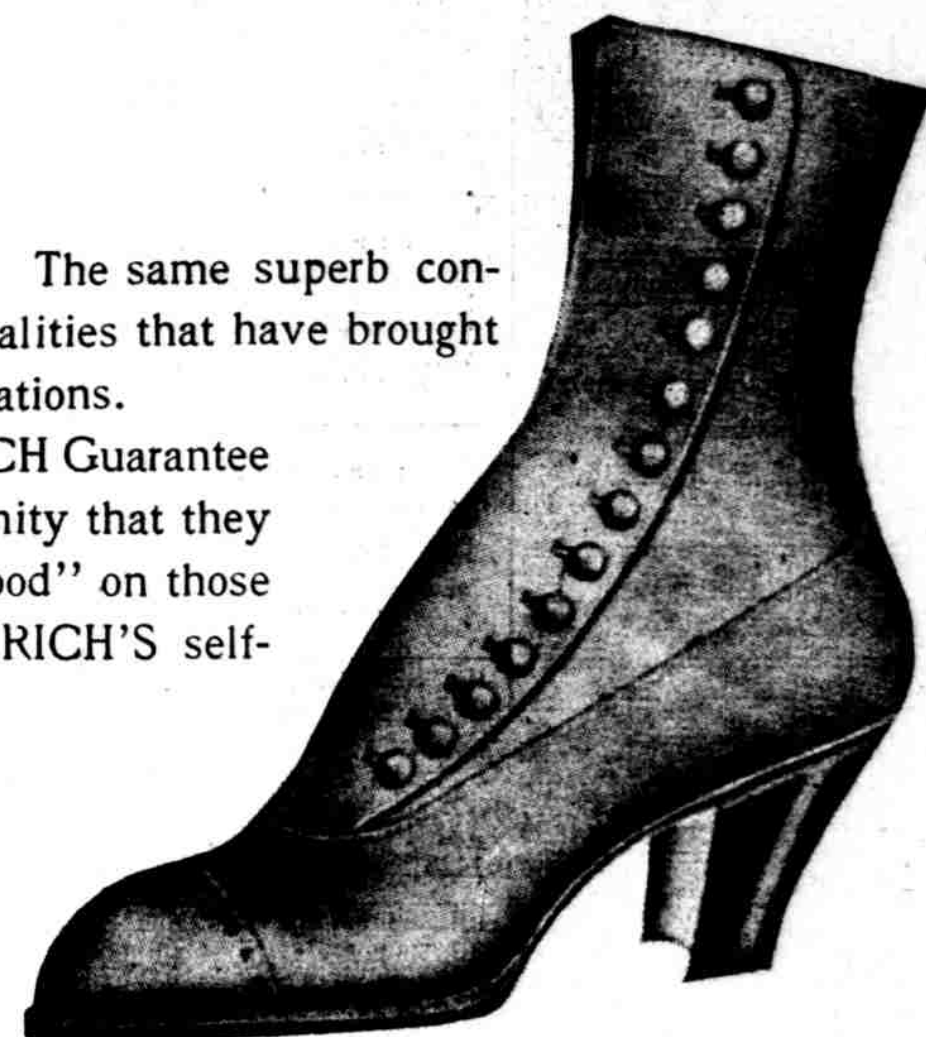
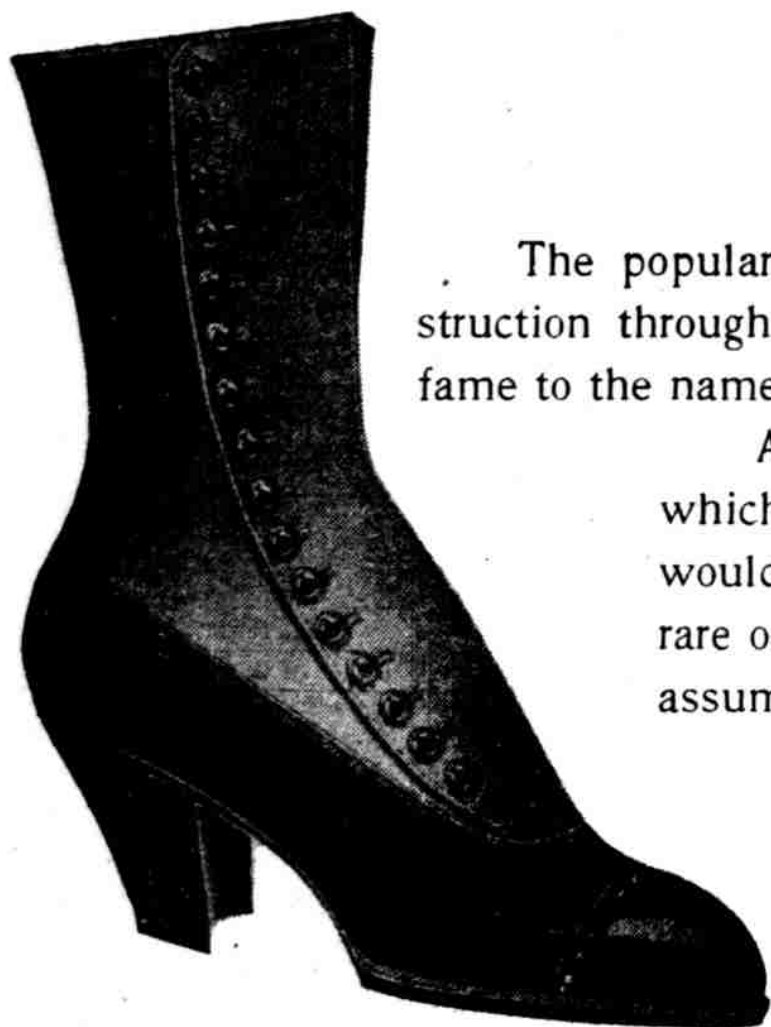
The popularity of LA FRANCE Shoes for 1913-1914 depends upon more than style alone. The same superb construction throughout, the employment of the finest quality materials and those comfort-giving qualities that have brought fame to the name LA FRANCE in years gone by will be found features of the latest LA FRANCE creations.

And back of each pair sold by the House of BERBERICH stands the same BERBERICH Guarantee which for years, season after season, has assured the women of Washington and vicinity that they would find every cent's worth of satisfaction in their LA FRANCE purchase—"making good" on those rare occasions where any pair of LA FRANCE Shoes did not measure fully up to BERBERICH'S self-assumed obligation to their women patrons.

#### THE BERBERICH GUARANTEE

"Should any pair of LA FRANCE Shoes fail to maintain the BERBERICH Standard, we guarantee the customer's satisfaction.

"Berberich."



Main Store

1116-22 7th St.

# Berberich's

Washington's Largest and Most Progressive Shoe House—Established 1868

Branch Store

813 Penna. Ave.